

IN THE CLAIMS:

1. (Currently Amended) A method of manufacturing a liquid-crystal display element, the method comprising:

a rubbing step of bringing a rubbing cloth provided on the surface of a rubbing roller, ~~the surface potential of which has been controlled, into~~ roller into contact with an alignment film formed on the surface of a substrate member[[,]] to subject the alignment film to rubbing;

wherein said rubbing step controls the surface potential of said rubbing cloth ~~is controlled~~ by bringing a charge control member into contact with ~~the~~ a rubbing surface of the rubbing cloth, said charge control member having a surface which is covered with a material which brings said rubbing cloth to take a charge whose polarity is opposed to a charge of said alignment film when said rubbing cloth comes into contact with the surface of said alignment film.

2.-4. (Canceled)

5. (Currently Amended) The manufacturing method according to claim 1, wherein the potential of said rubbing cloth is feedback-controlled in accordance with a measured value obtained by measuring the surface potential of said rubbing cloth and the surface potential of said ~~substrate member~~ alignment film.

6. (Currently Amended) ~~The manufacturing method according to claim 1, A~~ method of manufacturing a liquid-crystal display element, the method comprising:

a rubbing step of bringing a rubbing cloth provided on the surface of a rubbing roller into contact with an alignment film formed on the surface of a substrate member to subject the alignment film to rubbing;

wherein said rubbing step is feedback-controlled in accordance with a measured value obtained by measuring the surface potential of said rubbing cloth and the surface potential of said alignment film so that the surface potential of said rubbing cloth is made to have has the same polarity as the surface potential of said substrate member alignment film when said rubbing cloth comes into contact with the surface of the alignment film.

7.-9. (Canceled)

10. (Currently Amended) A method of manufacturing a liquid-crystal display element, the method comprising:

a rubbing step of bringing a rubbing cloth provided on the surface of a rubbing roller into contact with an alignment film formed on the surface of a substrate member, ~~to~~ member to subject the alignment film to rubbing;

~~wherein the surface potential of said rubbing roller is so controlled that;~~

~~a charge control member is contact with the surface of the said rubbing cloth which comes brings into contact with the surface of said alignment film, to make the potential of said substrate member and the surface potential of said rubbing cloth have after the same polarity in accordance with a measured value obtained by measuring as the surface potential of said substrate member and the potential of said rubbing cloth~~ alignment film is charged with the surface of said rubbing cloth.

11. (Canceled)

12. (Currently Amended) An apparatus for manufacturing a liquid-crystal display element; the apparatus comprising:

a stage for supporting a substrate member to be treated;

a rubbing roller having a rubber cloth on the surface for rubbing the surface of an alignment film provided on the surface of the substrate member; and

a charge control member for controlling the surface potential of the rubbing roller cloth by ~~contacting it~~ bringing it into contact with the surface of said rubbing cloth ~~provided on~~;

wherein said charge control member is covered with a material capable of being contact-charged to a polarity different from the surface potential of said substrate member when said rubbing roller cloth surface which comes into contact with the surface of said alignment film substrate member.

13. (Canceled)

14. (Currently Amended) The manufacturing apparatus according to claim 12, ~~which comprises:~~

~~a first sensor for measuring the surface potential of said substrate member;~~

~~a second sensor for measuring the surface potential of said rubbing cloth;~~

~~and~~

~~a controller which controls the potential of said charge control member in accordance with a measured value of the first sensor and a measured value of the~~

~~second sensor so that the surface potential of said rubbing roller has the same polarity as the potential of said substrate member.~~ wherein a sensor, which is located near the surface of said rubbing cloth, controls the surface potential of said charge control member to have a polarity different from the surface potential of said substrate member when said rubbing cloth comes into contact with the surface of said substrate member.

15. (Original) A liquid-crystal display device comprising the liquid-crystal display element manufactured by the method according to claim 1.

16. (Original) A liquid-crystal display device comprising the liquid-crystal display element manufactured by the method according to claim 6.

17. (Original) A liquid-crystal display device comprising the liquid-crystal display element manufactured by the method according to claim 10.

18. (Currently Amended) The method of manufacturing a liquid-crystal display element according to claim 1, wherein ~~the surface of~~ a material which covers said charge control member ~~which comes into contact with said rubbing cloth~~ is made of a polyimide resin.

19. (Currently Amended) The method of manufacturing a liquid-crystal display element according to claim ~~10, wherein the surface of~~ 12, wherein a material

which covers said charge control member ~~which comes into contact with said~~
~~rubbing cloth~~ is made of a polyimide resin.